

F2F

SAMPLE LAYOUT & INFO ORGANIZATION

form-to-a-friend

Best-of-Breed makes viral marketing easy! Our Forward-to-a-Friend (F2F) option encourages your subscribers to forward emails to their friends and colleagues, and add a small comment. In addition, new recipients are delivered a personalized email that encourages them to subscribe to your publication.



Here's How it Works:

1. Add Forward-to-a-Friend (F2F) images anywhere in an email!

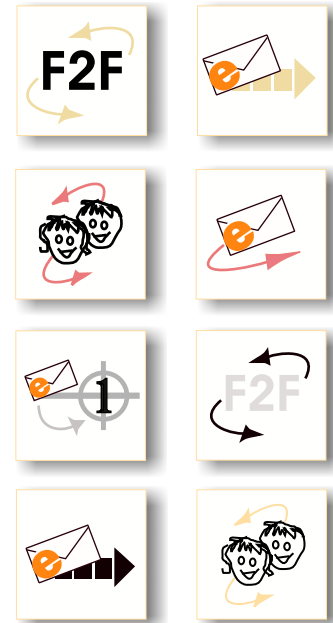
Select from a variety of "linked" F2F buttons or add your own. Incorporate them anywhere in the text of your emails. Add incentives to encourage forwarding.

2. Your Subscribers forward to their friends and colleagues.

Loyal subscribers forward your emails to their colleagues and add their own personal comment. Then, email recipients receive a personalized email that encourages them to subscribe to your publication. It's that easy!

3. Track the viral effect online!

View the number of emails forwarded as well as the number of resulting new subscribers online. View customers that forwarded your email to others and reward them with a follow-up email. Watch your list grow!



View Email Tracking Information

Current as of 4/4/2002 12:14:49 PM

Email Information

Name: NorthernTrails April Monthly Newsletter
 Subject: Save big \$\$\$
 Date Sent: 4/4/2002 8:59 AM
 List(s): Customers

Delivery Information

Delivery Summary			Forward to a Friend	
	#	%		#
Emails Sent:	20000		Email Forwarders:	165
Undeliverable:	900	4.5%	New Recipients:	190
Emails Delivered:	19100	95.5%	New Subscribers:	114
Unsubscribes:	78	.4%		
Emails Opened:	10250	51.2%		
Unique Click-Throughs:	1200	6.0%		

View results for one or multiple lists

View list of loyal customers that forwarded your email

View your new subscribers!

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